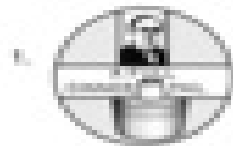
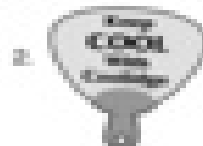


Presidential Persuasion

Read each campaign slogan. Write on the line the persuasive technique being used.



1896
William McKinley



1924
Calvin Coolidge

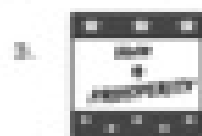
Persuasive Techniques

Promise: A promise is made that may or may not be kept.

Flattery: A compliment is paid to the audience.

Bandwagon: Gives the impression that something is good because it is popular.

Exaggeration: Stretches the truth or makes a claim that cannot be proven.



1928
Herbert Hoover



1948
Harry S. Truman



1952
Dwight D.
Eisenhower



1960
Richard M. Nixon



1960
John F. Kennedy



1964
Lyndon B. Johnson



1976
Gerald R. Ford



1988
George H. W. Bush



1996
Bill Clinton



2004
George W. Bush